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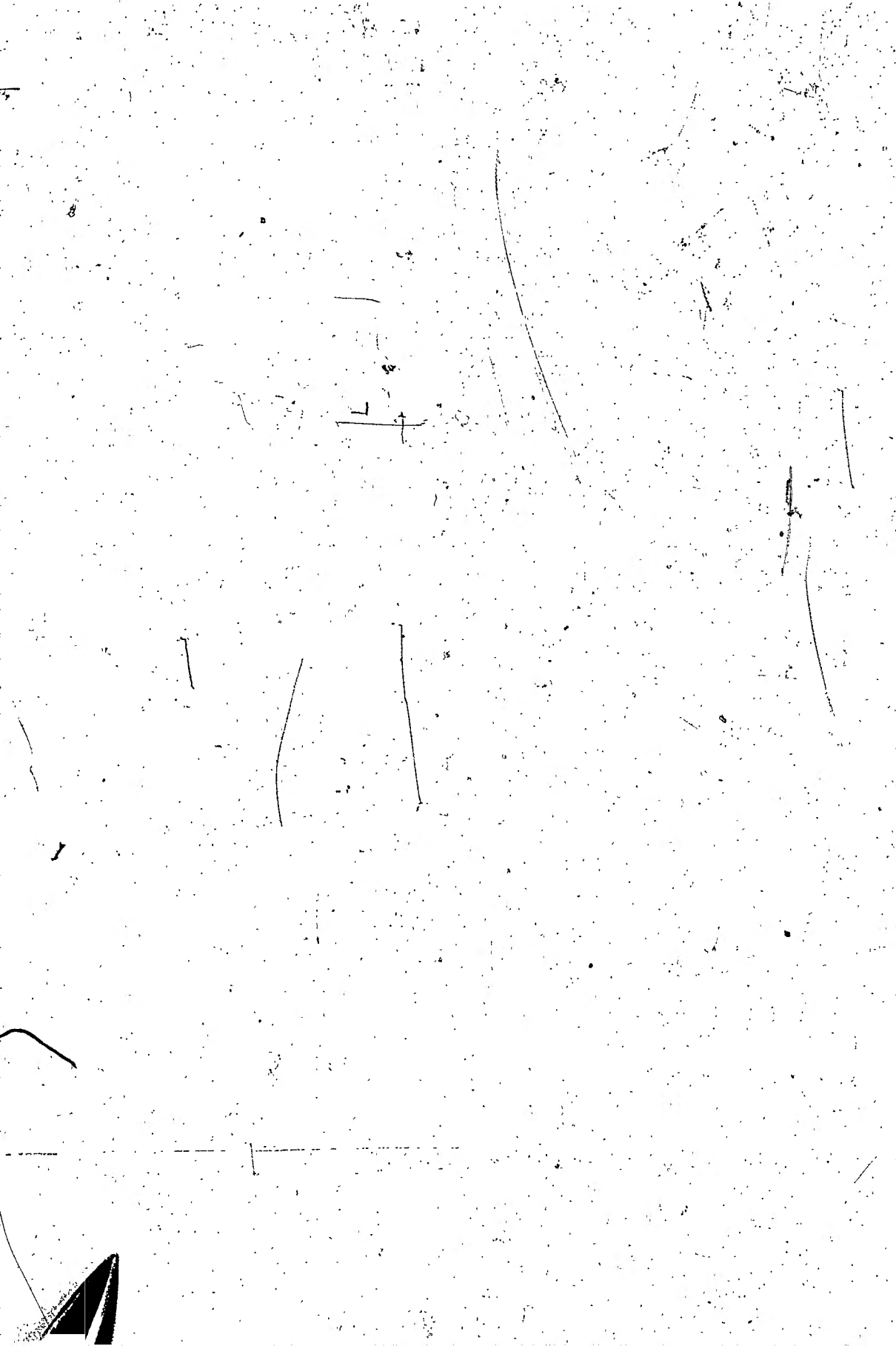
# MELFORT

THE  
CELEBRATES INTRODUCTION  
of AGRICULTURE to WESTERN CANADA

BY  
CHEVALIER  
DE LA CORNE

1754

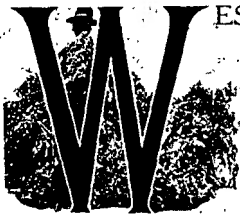
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# MELFORT

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WESTERN CANADA is growing so fast that you would not know it from year to year. Thousands of progressive farmers of the best kind come to look and stay to make a fortune. Merchants, tradesmen, clerks and mechanics, too, follow the tide of settlement and go out on the new railroad lines to the new towns that spring up and become centres of trade and supply. Each new centre depending for its future on its surrounding country, its natural advantages, or its advantages of being an important railroad point and shipping centre.

*The gateway  
to the "City of  
big things"*

During the fiscal year 1910-11 the population of the Province of Saskatchewan alone increased 40,000, and in 1911-12 the population of this Province increased another 46,000. Each year shows an increase over the previous year, and the young towns are rapidly becoming strong and mighty cities.

In increase of population, in development of industrial concerns, in total mileage of railway construction, in the enactment of legislation for the betterment of conditions in city, town and rural districts, the Province of Saskatchewan has nothing to fear by comparison with any other Province of Canada, nor does any other portion of the Dominion to-day offer better prospects, or more sound opportunities to the manufacturer, the investor, the wholesaler, the homeseeker, or the laborer, be he skilled or unskilled, than does the magnificent tract of country which takes its name from the giant Saskatchewan River, by which it is watered.

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*"What you have shown us in Melfort more than justifies any claims made in your advertising."  
—Chas. F. Roland, Winnipeg Industrial Bureau.*

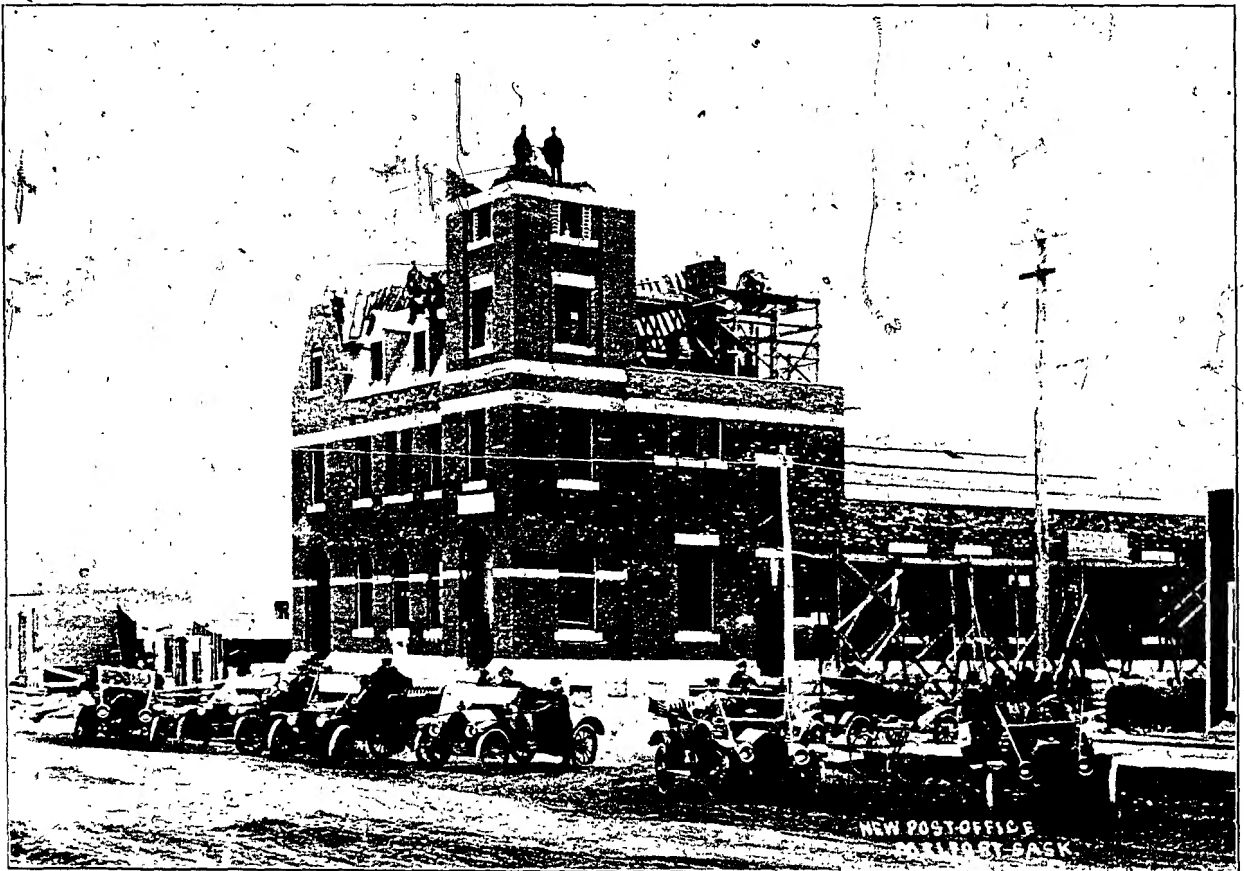
*"Truly the garden spot of the Prairie Provinces."—Chas. M. Simpson, President, Western Steel & Iron Co.*

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# MELFORT

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Melfort has spent over \$255,000 on Municipal improvements and Government Buildings.



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*Progressive Melfort*  
*Sask.*

*Page Two*

New Post Office, which  
when completed will cost  
\$80,000

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# MELFORT

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*The garden spot  
of the  
Prairie Provinces*

With so impressive a past, and so bright a future as surround the growth and development of the Province of Saskatchewan, the fact is that nowhere in the great Dominion does opportunity knock at every man's door so urgently as in the town of Melfort, which by virtue of its geographical situation, and the distinction of being the centre of the best mixed farming district in Western Canada, has taken its place among the commercial centres of Western Canada and leaves no doubt as to the greatness of its future:

Melfort is situated in the heart of the Carrot River Valley—known all over the West as “The Black Loam Belt.”

The railroads are fast realizing the importance of Melfort as a shipping centre, and to-day Melfort has four lines of the Canadian Northern Railway under construction and operating to and from the town. The Canadian Pacific, the Grand Trunk Pacific and the Saskatoon-Le Pas Railroads have lines surveyed through. Melfort is in a direct line with Saskatoon, the centre of the Province; and Le Pas, where the Government extension of the Hudson Bay Railroad starts. Melfort is over 1,000 miles nearer to Liverpool by this route than by Montreal, and this reason alone will make Melfort a shipping centre for the three great transcontinental railroads. Melfort will have nine lines of railway, including three transcontinental systems, and will be a divisional point for all three.

Melfort commands the same position in Saskatchewan as Edmonton does in Alberta, and has a large splendid tract of farming land at the

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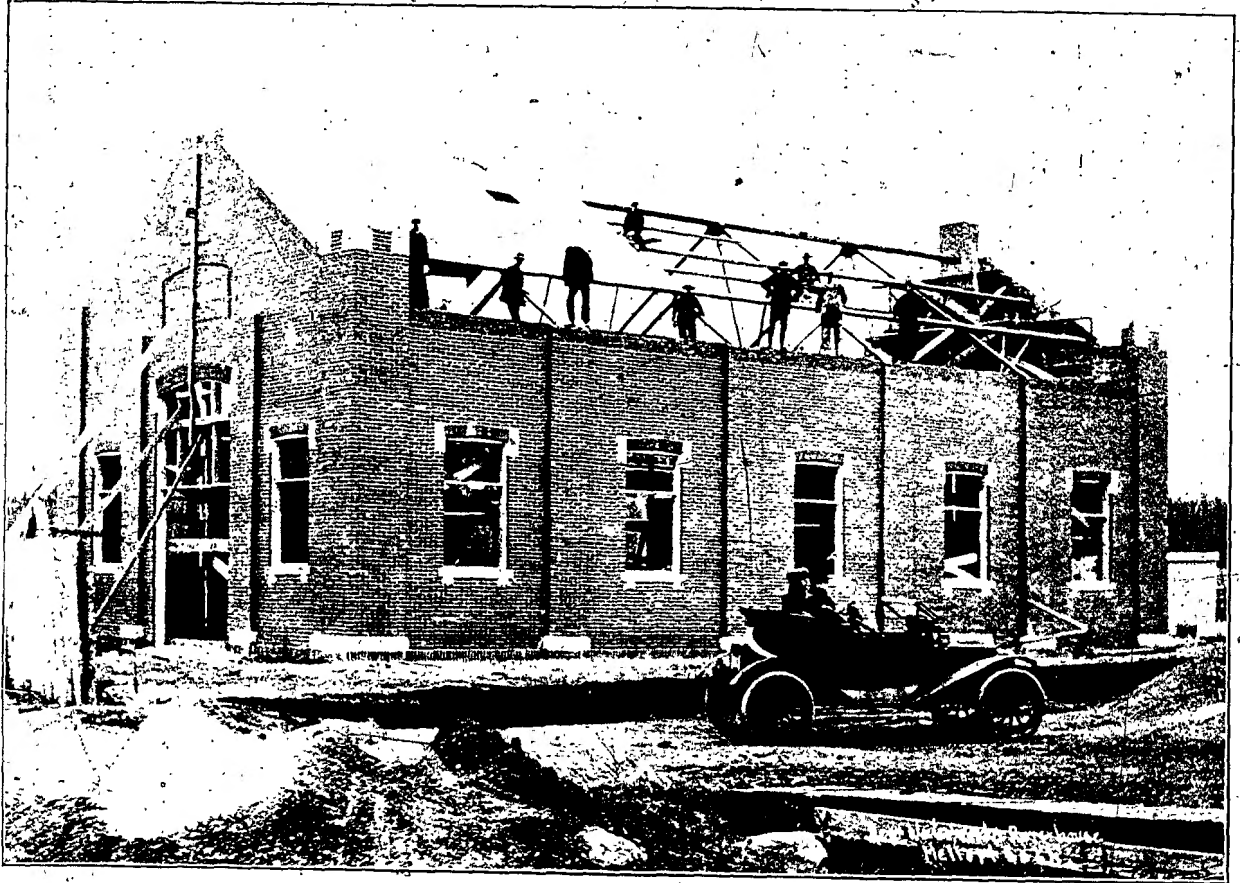
*“As the majority of our people have never before been in personal contact with Melfort District, their visit will do you more good than probably any other place on the trip, for what we have seen comes as a genuine surprise.”—D. M. Neeve, Union Bank Manager.*

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# MELFORT

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Water and electric light are now installed, a thorough sewage system is in progress and will be completed this year.



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# MELFORT

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*Most profitable  
investment field in  
Western Canada*

back of it, but being in direct line with the new route from Western Canada to Europe gives Melfort the advantage over the Alberta town. Melfort is the headquarters of the Luce Land Company, the largest Colonization Company in Canada. The Luce Land Company brings in whole train loads of good settlers from all parts of America, who are rapidly filling up this large area of Canada's best farm lands.

Melfort offers to the capitalist and the investor the most profitable field for investment in Western Canada. With the completion of the railroad lines and the opening of the Hudson Bay route to Europe, Melfort will spring into the front rank of that resistless activity that is making the Dominion of Canada the greatest factor in every financial centre of the world to-day.

Profiting by the experience of other centres, the civic authorities of Melfort have adopted a policy of absolute municipal ownership of all utilities, consequently, the fine electric power plant, the telephone system, water works and sewer system are controlled by the people for the people. Continuing the policy of 1912, a large amount of money is being expended on municipal improvements, with the result that Melfort is one of the most-desirable home towns in the West.

Excellent graded streets are to be found in every part of the town. Water and sewer mains will be laid this summer, and immediately following the completion of this work asphalt pavements and concrete

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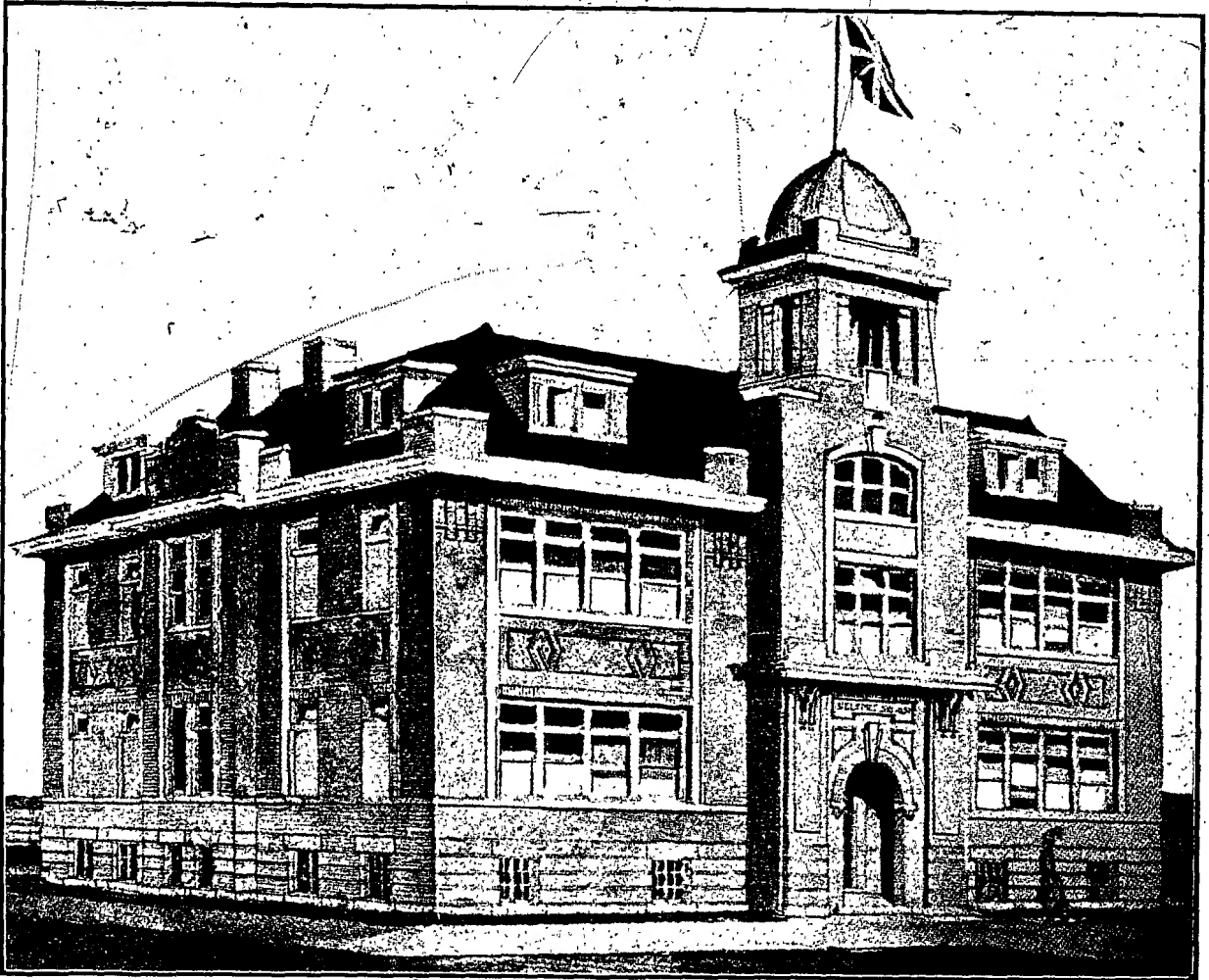
*"Am delighted to see so many fine buildings in your town, and your surrounding country comes as a big surprise. I must become better acquainted with this section."—Dr. T. G. Hamilton, Winnipeg School Board.*

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# MELFORT

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Melfort looks after the young, educational  
features are excellent.



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*Progressive Melfort  
Sask.*

The Town of Melfort erected  
this handsome Brick School  
at a cost of \$55,000. This  
building is directly opposite  
our property.



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# MELFORT

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*A railway divisional point of the first importance*

sidewalks will be laid. The streets throughout the town are lighted with electricity and there is an abundant supply for manufacturers and residences. The water supply is obtained from a series of artesian wells and is the very best in the Province, in fact, the good water and the large supply obtainable has been a factor in compelling the railroads to make Melfort their divisional point, and it is only a matter of a short time before repair shops are erected here, which will give employment to mechanics and other railroad men. Melfort's building figures show a steady and remarkable increase. Buildings of a good class are rapidly being erected.

Invest your hundreds where the railroads are investing their thousands.

There seems to be a sort of magic about the ownership of real estate in Western Canada. In no other part of the world are values so good—nowhere else are they advancing so fast.

Real estate prices in Melfort are very low. Now is the time to secure property in the ORIGINAL TOWNSITE at a price that leaves a wide margin for large profits during the next few years. A glance at the map enclosed will show you the location of our property, which is in the West End of the town, inside the town limits, and is fast becoming the residential section. Conforming with the general law of the West, Melfort is growing toward the West and this piece of property will be the first in demand for the homes of Melfort's business men.

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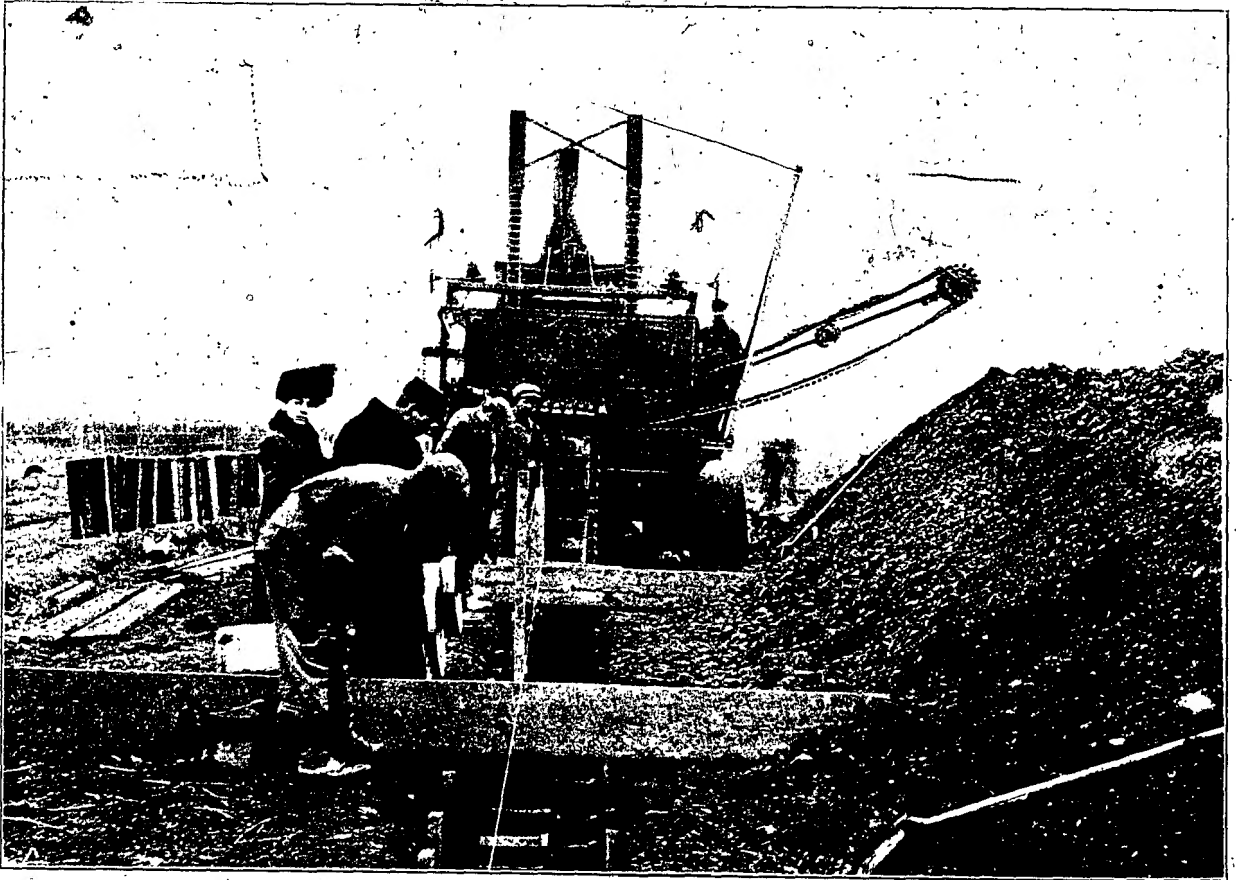
*"The best stretch of country we have seen in our trip so far, and if there is anything to beat the black loam of your district the world has yet to hear of it. I predict for you a future that will astound the West."—C. W. Rowley, Canadian Bank of Commerce.*

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# MELFORT

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Two of these steam diggers are on the ground at each end of the work and great progress is being made.



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*Progressive Melfort  
Sask.*

Laying pipes for Melfort's waterworks. Contracts for the installing of waterworks, sewerage and electric light are partly completed and will be finished this year.

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# MELFORT

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The population of Melfort has doubled in the past year and developments indicate a duplication of this increase this year.

*Melfort possesses  
inexhaustible  
natural resources*

Melfort will never require to "account" for the extraordinary progress she has made in so brief a space of time and cannot help continuing to make. The reasons are so apparent they need no explaining, and are so real, and substantial they require no guarantee of permanency. Melfort does not present any unique claim. It is in keeping and in common with so much else in Canadian development. Beginning in the centre of a far-flung belt of territory rich in agricultural possibilities, and in mining wealth, these resources are of such magnitude that the ordinary mind cannot take them in. They cannot be exhausted or even impaired in many generations. If "the unique" can be reasonably prefixed to anything in Western life, the geographical position and the strategic importance of Melfort as a receiving and distributing point is entitled to the very strongest that can be said, of anything of that kind.

Whether it is simply collecting or marketing the immense grain and live stock products of the surrounding territory, or taking the position of a manufacturing and railroad centre for the supply to thousands of square miles of rapidly populating country, Melfort has set out to perform a part that will never be found taking second rank in the march of events, and particularly of the very best class and most permanent character of industrial progress.

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*"I was up in this section eight years ago and knew something of its richness then, but had no idea there would be such wonderful development in the mixed farming industry."—Thos. Berry, Mayor of St. Boniface.*

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# MELFORT

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Raising cattle for beef is a very important part  
of the farming around Melfort.



Melfort shipped over 100 cars of cattle and  
25 cars of hogs during 1912.

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*"I already knew something of the black loam belt and had told my friends what to expect. That they now think I was holding back a surprise is saying a lot."—C. E. Drewry, Head of the big Brewing Works.*

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# MELFORT

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*Note the present  
prices—then think  
of future profits*

You will notice Broadway is the main street running into the town from the North and South; our property faces on Broadway, opposite Melfort's new \$60,000 school. Sewer and water come to the corner of this property NOW, as also do electric light and telephone, in fact, poles are now erected carrying these wires further West.

Melfort has never been boomed and this property has never been on the market before—now is the time to buy.

Lots are 33 feet frontage by 122 feet deep.

Prices: \$250 per lot to \$500.

Terms: One-fourth cash, balance in 6, 12, 18 and 24 months; or one-third cash, balance in one and two years.

Special prices for blocks, and other terms can be arranged.

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Any person who wishes to prove any statements as to this property is at liberty to write to the Board of Trade, Melfort.

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*"Certainly the best yet by long odds. The visit is all too short for such an attractive district."*  
*Jas. B. Brown, Head of the big Printing Firm.*

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# MELFORT

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*For Sale by*  
**Pace, Harrison & Millar**  
303 Keewayden Building  
Winnipeg, Man.



Phone Main 2468-9

Melfort's six Elevators



*Melfort black soil district  
Winnipeg*



Produced by  
**J. J. Gibbons Limited**  
Winnipeg  
Toronto Montreal

